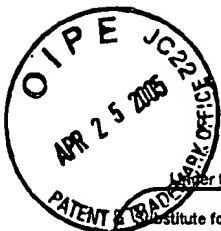


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Sheet	1	of	1
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PAGE 4/4 * RCVD AT 4/8/2005 10:35:37 AM [Eastern Daylight Time] * SVR:USPTO-EFAXRF-1/1 * DNIS:8729306 * CSID:215 766 2920 * DURATION (mm:ss):01:30



PTO/SB/088 (08-03)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)		Complete if Known	
		Application Number	09/807,887
		Filing Date	19 APRIL 2001
		First Named Inventor	ELDERING, CHARLES A.
		Art Unit	2161
		Examiner Name	SANTOS, PATRICK JD
Sheet 1	of 1	Attorney Docket Number	T706-11

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
FC	CL	RASKUTTI, et al., "Acquiring Customer Preferences for Information Filtering: a Heuristic-Statistical Approach", Proceedings of the 5th Int'l Conference on User Modeling, Kaluna-Kona, HI, USA, 2-5 January, 1996.	

Examiner Signature	<i>Frank Coby</i>	Date Considered	09/23/05
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1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.
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04-21-05



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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete if Known

Application Number	09/807,887
Filing Date	19 APR 2001
First Named Inventor	ELDERING
Art Unit	2171
Examiner Name	SANTOS, PATRICK JD
Attorney Docket Number	T706-11

Sheet 1 of 2

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
FC	AAB	US- 4930011	05/29/1990	Kiewit; David A.	
FC	AAC	US- 5099319	03/24/1992	Esch; Arthur G.	
FC	AAD	US- 5758257	05/26/1998	Herz; Frederick et al	
FC	AAE	US- 5918014	06/29/1999	Robinson; Gary B.	
FC	AAF	US- 5930764	07/27/1999	Melchione, Anthony T.	
FC	AAG	US- 6009409	12/28/1999	Adler; Micah A.	
FC	AAH	US- 6084628	07/04/2000	Sawyer; Francois	
FC	AAI	US- 20030088872	05/08/2003	Maissel, Jonathan et al	
		US-			
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁴
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				
	BR					

Examiner
Signature*Frank Coby*Date
Considered

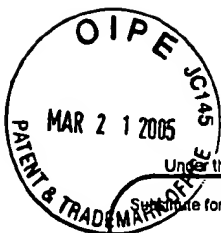
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**INFORMATION DISCLOSURE
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Application Number	09/807,887
Filing Date	19 APRIL 2001
First Named Inventor	ELDERING, CHARLES A.
Art Unit	2161
Examiner Name	SANTOS, PATRICK JD
Attorney Docket Number	T706-11

Sheet	2	of	2
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NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
FE	CJ	ARMSTRONG, LARRY, "Coupon Clippers, Save Your Scissors", Business Week, June 20, 1994, pgs. cover, table of contents, 164, 166.	
FE	CK	ROSSI, MCCULLOCH, ALLENBY, "The Value of Purchase History Data in Target Marketing", Marketing Science; Vol. 15, No. 4, 1996, 20 pgs.	

Examiner Signature	<i>Arantz Cobay</i>	Date Considered	9/23/05
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1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1

of 1

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Application Number	09/807,887
Filing Date	19 APR 2001
First Named Inventor	ELDERING
Art Unit	2171
Examiner Name	SANTOS, PATRICK JD
Attorney Docket Number	T706-11

U. S. PATENT DOCUMENTS

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FOREIGN PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No.¹	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear
		Country Code³ Number ² Kind Code³ (if known)	MM-DD-YYYY		
FL	BP	WO9717774	05-15-1997	PARK	_____
FL	BQ	WO9966719	12-23-1999	ZIGMOND	_____

Examiner Signature	<i>Herantz Coby</i>	Date Considered	9/23/05
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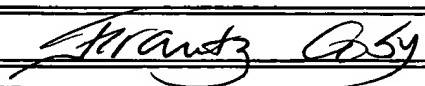
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09/21/04



ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18
Stylesheet Version v18.0

Title of Invention	Consumer Profiling and Advertising Selection System						
Application Number: 09/807887							
Confirmation Number: 5900							
First Named Applicant: Charles Eldering							
Attorney Docket Number: T706-11					RECEIVED		
Art Unit: 2171					AUG 26 2004		
Examiner: Patrick JD Santos					Technology Center 2100		
Search string: (5754939 or 6216129 or 6298348 or 6560578 or 5661516).pn.							
US Patent Documents							
Note: Applicant is not required to submit a paper copy of cited US Patent Documents							
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
PC	1	5754939	1998-05-01	HERZ			
PC	2	6216129	2001-04-01	ELDERING			
PC	3	6298348	2001-10-01	ELDERING			
PC	4	6560578	2003-05-01	ELDERING			
PC	5	5661516	1997-08-01	CARLES			
Signature							
Examiner Name				Date			
				9/23/05			

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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1

of 2

Complete if Known

Application Number	09/807,887
Filing Date	19 APR 2001
First Named Inventor	ELDERING
Art Unit	2171
Examiner Name	SANTOS, PATRICK JD
Attorney Docket Number	T706-11

U. S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

Examiner Signature	<i>Frank Coby</i>	Date Considered	9/23/05
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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07/22/04

07/22/04

ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18
Stylesheet Version v18.0

Title of
Invention

Consumer Profiling and Advertisement Selection System

Application Number: 09/807887

Confirmation Number: 5900

First Named Applicant: Charles Eldering

Attorney Docket Number: T706-11

Art Unit: 2171

Examiner: Patrick JD Santos

Search string: (5724521 or 5761662 or 5978799 or 5604542
or 6009410 or 6038591 or 5848396 or
5933811).pn.



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Technology Center 2100

US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
PC	1	5724521	1998-03-03	DEDRICK			
PC	2	5761662	1998-06-02	DASAN			
PC	3	5978799	1999-11-02	HIRSCH			
PC	4	5604542	1997-02-18	DEDRICK			
PC	5	6009410	1999-12-28	LEMOLE			
PC	6	6038591	2000-03-14	WOLFE			
PC	7	5848396	1998-12-08	GERACE			
PC	8	5933811	1999-08-03	ANGLES			

Signature

Examiner Name

Date

Franky Coby

09/23/05

Form PTO-1449

(REV. 8-83)

U.S. DEPARTMENT OF COMMERCE

PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

T706-11

APPLN NO.

09/807,887

INFORMATION DISCLOSURE CITATION

APPLICANT

ELDERING

FILING DATE

19 APRIL 2001

GROUP

2152

(Use several sheets if necessary)

U.S. PATENT DOCUMENTS

EXR INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FC	AFF	4	9	7	2	5	0	4	11/90	Daniel, Jr. et al.	455	2	
FC	AGG	5	2	0	1	0	1	0	04/93	Deaton et al.	382	7	
FC	AHH	5	2	3	7	6	2	0	08/93	Deaton et al.	382	7	
FC	AII	5	3	0	5	1	9	6	04/94	Deaton et al.	364	401	
FC	AJJ	5	3	1	5	0	9	3	05/94	Stewart	235	381	
FC	AKK	5	3	2	7	5	0	8	07/94	Deaton et al.	382	7	
FC	ALL	5	3	3	1	5	4	4	07/94	Deaton et al.	364	401	
FC	AMM	5	3	8	8	1	6	5	02/95	Deaton et al.	382	7	
FC	ANN	5	4	3	0	6	4	4	07/95	Deaton et al.	364	401	
FC	AOO	5	4	4	8	4	7	1	09/95	Deaton et al.	364	401	
FC	APP	5	5	5	9	5	4	9	09/96	Hendricks et al.	348	6	

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FC	BN	9	8	3	4	1	8	9	08/98	WO				
FC	BO	9	9	6	5	2	3	7	12/99	WO				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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Form PTO-1449

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U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

T706-11

APPLN NO.

09/807,887

INFORMATION DISCLOSURE CITATION

APPLICANT

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FILING DATE

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U.S. PATENT DOCUMENTS

EXR INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
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FL	ASS	5	6	4	2	4	8	5	06/97	Deaton et al.	395	214	
FL	ATT	5	6	4	4	7	2	3	07/97	Deaton et al.	395	214	
FL	AUU	5	6	4	9	1	1	4	07/97	Deaton et al.	395	214	
FL	AVV	5	6	5	9	4	6	9	08/97	Deaton et al.	395	214	
FL	AWW	5	7	6	1	6	6	2	06/98	Dasan	707	10	
FL	AXX	5	9	7	0	4	6	9	10/99	Scroggie et al.	705	14	
FL	AYY	5	9	7	4	3	9	6	10/99	Anderson et al.	705	10	
FL	AZZ	5	6	7	5	6	6	2	10/97	Deaton et al.	382	137	
FL	A1A	5	9	9	1	7	3	5	11/99	Gerace	705	10	

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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Frank Coby

DATE CONSIDERED

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APPLN NO.

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09/807,887

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ELDERING

FILING DATE

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INFORMATION DISCLOSURE CITATION

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U.S. PATENT DOCUMENTS

EXR INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
RE	A1B	6	0	0	5	5	9	7	12/99	Barrett et al.	348	1	
RE	A1C	6	0	1	4	6	3	4	01/00	Scroggie et al.	705	14	
RE	A1D	6	0	2	6	3	7	0	02/00	Jermyn	705	14	
RE	A1E	6	0	5	5	5	7	3	04/00	Gardenswartz et al.	709	224	
RE	A1F	6	1	0	8	6	3	7	08/00	Blumenau	705	7	
RE	A1G	6	1	3	4	5	3	2	10/00	Lazarus et al.	705	14	
RE	A1H	6	1	6	0	9	8	9	12/00	Hendricks et al.	455	4.2	
RE	A1I	6	1	8	5	5	4	1	02/01	Scroggie et al.	705	14	

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER

DATE CONSIDERED

Arantz Gby


9/23/05

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09/807887

JUL 1999 PCT/PTO

19 APR 2001

Form PTO-1449 (REV. 8-83)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. T706-11	INT. APPLN NO. PCT/US99/28628
INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)			APPLICANT ELDERING	
			INT. FILING DATE 02 DEC 1999	GROUP UNKNOWN

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FL	AA	4	5	4	6	3	8	2	10/85	McKenna et al.	358	84	
FL	AB	4	8	8	3	3	0	8	05/89	Humble	235	383	
FL	AC	5	1	2	8	7	5	2	07/92	Von Kohorn	358	84	
FL	AD	5	1	5	5	5	9	1	10/92	Wachob	358	86	
FL	AE	5	2	2	3	9	2	4	06/93	Strubbe	358	86	
FL	AF	5	2	2	7	8	7	4	07/93	Von Kohorn	358	84	
FL	AG	5	2	3	1	4	9	4	07/93	Wachob	358	146	
FL	AJ	5	2	8	5	2	7	8	02/94	Holman	358	142	
FL	AK	5	4	1	0	3	4	4	04/95	Graves et al.	348	1	
FL	AL	5	4	4	6	9	1	9	08/95	Wilkins	455	6.2	
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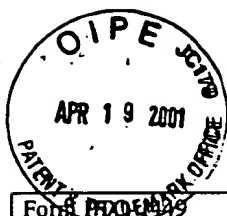
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													YES	NO
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FL	BD	9	8	2	8	9	0	6	07/98	WO				
FL	BE	9	9	0	1	9	8	4	01/99	WO				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

FL	CA	Product literature, Aptex Software Inc., "SelectCast for Commerce Servers," printed from http://www.aptex.com/products-selectcast-commerce.htm on 06/30/98; 9pp.
FL	CB	Product literature, DoubleClick, "Dynamic Advertising Reporting and Targeting (DART)," printed from http://www.doubleclick.net/dart on 06/19/98; 16pp.
FL	CC	Product literature, Imgis, "Ad Force," printed from http://www.starpt.com/core on 06/30/98; 5pp.
FL	CD	Product Literature, AdForce, "AdForce Strategic Partners", printed from http://www.adforce.com/home/cust3_part.htm on 03/27/00; 2pp.
FL	CE	Press Release, AdForce, "AdForce Introduces AdForce Everywhere: Advertising, Marketing & Promotions Wherever a Digital Signal Can Be Sent", printed from http://biz.yahoo.com/bw/000327/ca_adforce_1.htm on 03/27/00; 3pp.
FL	CF	IEEE Paper, "Netvertising: content-based subgeneric variations in a digital genre" by Fortanet, I., Palmer, J. and Posteguillo, S. 06/98, 12pp.

EXAMINER <i>Arantz Coby</i>	DATE CONSIDERED <i>09/23/05</i>
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09/807887
JUL 1999 Rec'd PCT/PTO 19 APR 2001Form PTO-609
(REV. 8-83)U.S. DEPARTMENT OF COMMERCE
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ATTY. DOCKET NO.

T706-11

INT. APPLN NO.

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INFORMATION DISCLOSURE CITATION

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APPLICANT

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GROUP

UNKNOWN

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FC	AN	5	5	9	2	5	6	0	01/97	Deaton et al	382	100	
FC	AO	5	6	1	9	7	0	9	04/97	Caid et al	395	794	
FC	AP	5	6	8	7	3	2	2	11/97	Deaton et al	395	214	
FC	AQ	5	7	5	8	2	5	9	05/98	Lawler	455	5.1	
FC	AR	5	7	6	1	6	0	1	06/98	Nemirofsky et al	455	3.1	
FC	AS	5	7	7	4	1	7	0	06/98	Hite et al	348	9	
FC	AT	5	7	7	4	8	6	8	06/98	Cragun et al	705	10	
FC	AU	5	7	9	4	2	1	0	08/98	Goldhaber et al	705	14	
FC	AV	5	8	3	2	4	5	7	11/98	O'Brien et al	705	14	
FC	AW	5	9	4	8	0	6	1	09/99	Merriman et al	709	219	
FC	AX	5	9	7	4	3	9	9	10/99	Giuliani et al	705	14	

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO
FC	BF	9	9	0	4	5	6	1	01/99	WO				
FC	BG	9	9	4	4	1	5	9	09/99	WO				
FC	BH	0	0	0	8	8	0	2	02/00	WO				
FC	BI	0	0	1	4	9	5	1	03/00	WO				
FC	BJ	0	0	3	3	2	2	4	06/00	WO				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER

Merriman, Coby

DATE CONSIDERED

9/23/05

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INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)		APPLICANT ELDERING	
		INT. FILING DATE 02 DEC 1999	GROUP UNKNOWN

U.S. PATENT DOCUMENTS

EXR INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FC	AY	5	9	7	7	9	6	4	11/99	Williams et al	345	327	
FC	AX	6	0	1	2	0	5	1	01/00	Sammon, Jr. et al	706	52	
FC	AAA	6	0	2	0	8	8	3	02/00	Herz et al	345	327	
FC	ABB	6	0	3	5	2	8	0	03/00	Christensen	705	14	
FC	ACC	6	0	8	8	7	2	2	07/00	Herz et al	709	217	
FC	ADD	6	1	1	9	0	9	8	09/00	Guyot et al	705	14	
FC	AEE	6	1	7	7	9	3	1	01/01	Alexander et al	345	327	

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
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FC	BK	0	0	5	4	5	0	4	09/00	WO				


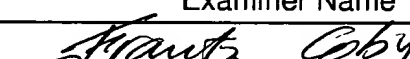
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	Consumer Profiling and advertisement selection system						
<p>Application Number : 09/807887 </p> <p>Confirmation Number: 5900</p> <p>First Named Applicant: Charles Eldering</p> <p>Attorney Docket Number: T706-11</p> <p>Art Unit: 2161</p> <p>Examiner: Patrick JD Santos</p> <p>Search string: (5796952 or 6643696 or 20020099812).pn</p>							
US Patent Documents							
Note: Applicant is not required to submit a paper copy of cited US Patent Documents							
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
FC	1	5796952	1998-08-18	DAVIS	_____	_____	_____
FC	2	6643696	2003-11-04	DAVIS	_____	_____	_____
US Published Applications							
Note: Applicant is not required to submit a paper copy of cited US Published Applications							
init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
FC	1	20020099812	2002-07-25	DAVIS	_____	_____	_____
Signature							
Examiner Name				Date			
				9/28/05			